

THE PAVILION PROJECT

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> A NEW PAVILION AT NORTH WALLS RECREATION GROUND,
WINCHESTER <

A SHORT INTRODUCTION



INTRODUCTION

Community Matters.

The Pavilion Project is a community group and registered charity working with local architects, AR Design Studio, to replace the dilapidated cricket pavilion and scoring huts at North Walls Recreation Ground in Winchester.



Existing pavilion and scoring huts



"The Winchester Town Forum are delighted The Pavilion Project has brought forward these exciting proposals; we welcome the prospect of working in partnership on this and wish the team every success with their fundraising."

Councillor Anne Weir, Chair of Winchester City Council's Town Forum

The new pavilion will be used by a variety of sports clubs, community groups and local schools, too. It will also promote cricket by encouraging players, both male and female, of all abilities and ages. The building will be sustainable, accessible and available for all-year-round use.

Planning consent for the proposed pavilion was granted in January 2018; we hope that the build will commence during 2019.



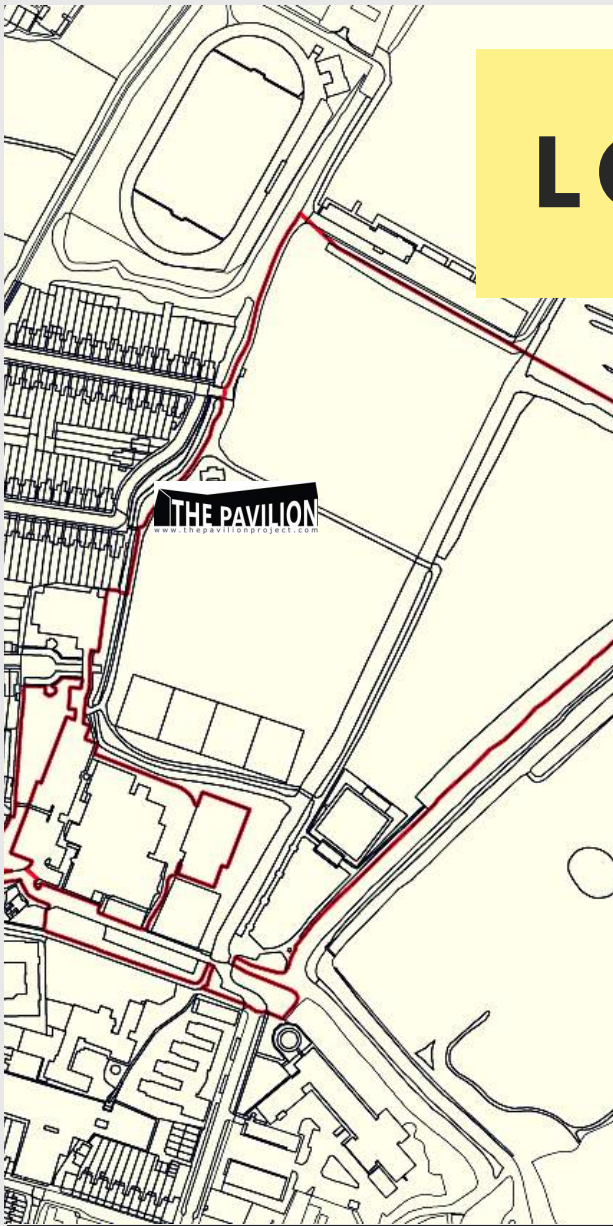
LOCATION

North Walls Recreation Ground is a five-minute walk from the centre of Winchester.

The Pavilion is centrally located between two cricket pitches at the intersection of three paths, alongside National Cycle Route 23.

It is a high footfall area, close to the vibrant local community of Hyde, and adjacent to Winchester Rugby FC, Winchester City FC, Osman Tennis and the all-weather five-a-side football pitch.

Also nearby is the Hyde Abbey Bowls Club, Winchester and District Canoe Club, the skate park and Riverside Indoor Bowls Club. The Winnall Moors nature reserve is adjacent to the recreation ground.



Position of The Pavilion on North Walls Recreation Ground



Park Runners run from the pavilion every Saturday

CENTRAL PARK



An all-year-round facility.

North Walls Recreation Ground, considered by many as Winchester's "Central Park" is extremely well-used by the community and the very popular Winchester park run operates 52 weeks of the year around the park.

The Round Table hosts the annual firework display at this location and many other events take place here throughout the rest of the year; the Chilli Festival, "Winchestival" (now in its third year), outdoor cinema and, new in 2018, Winchester's famous Hat Fair.



Children joining in with a Winchester Hat Fair performance

THE DESIGN

▶ *From award-winning local architects.*



The innovative new pavilion, designed by award-winning Winchester architects AR Design Studio, will replace the existing dilapidated pavilion and two scoring huts which are no longer fit for purpose and do not meet current accessibility guidelines.

The new, single storey, three-winged building will serve both cricket pitches; offering segregated changing facilities for both pitches with covered viewing terraces and service spaces for the central communal hub. The new pavilion has been approved by the England and Wales Cricket Board.

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Client: Pavilion
 Proposed Floor Plan
 Date: 12/11/18
 Scale: 1:500
 Sheet: 001 of 001

Draft 657 P002

CRICKET

Cricket at all levels of the game, and by all ages, is played at North Walls Recreation Ground; many teams from across the district regard it as their “home” ground.

The Hampshire Cricket Board hosts disability and All Stars (junior) cricket at North Walls and also the women’s Softball Cricket Festival, although the very poor existing facilities threaten the continuation of these activities at this location.



“I remember playing cricket many times at North Walls, and even then the pavilion was in a very sorry state. The proposed plans for a replacement are absolutely fantastic; such a unique design for a cricket pavilion – it will be quite something. I’m sure this new building will encourage more cricket to be played at this wonderful location, providing a new lease of life for local cricket at all levels. Good luck with the fundraising!”

Jimmy Adams, Hampshire CC



RUGBY

Winchester Rugby Club use the pavilion during the winter months; both for the popular minis and juniors training sessions and tournaments and by the adult teams playing on the nearby Devil's Island pitch.



"It is a truly local project for local people and will become an asset for everyone, but we must secure enough additional funding to make the project happen. If the existing buildings are not replaced, use of the two pitches for sport will inevitably decline."

Steve Barrow, Winchester Rugby FC

WIDER COMMUNITY USE



The communal hub in the new pavilion will be made available to the community all year round. During public consultations a range of uses have been suggested; from kids' parties to drama classes - as a "pop up" coffee-stop, too! The communal hub will also be ideal as a meeting space, with parking nearby at River Park Leisure Centre.

Bespoke Biking CIC is keen to use the new pavilion, as are an array of local sports and fitness groups. St Bede's primary school, a short walk away from The Pavilion, uses the recreation ground for its outdoor sporting activities and would like decent, segregated, changing facilities.



First impression of future cricket pavilion

FOR many or whether the aging 1970s pavilion at North Walls park in Winchester will have final moments. Many others, however, see it only as an eyesore. Here are the photos of the existing structure and the proposed put forward by the High Road Pavilion Project. The project aims to replace the replacement that the city council was planning for the park and approached award-winning Winchester architect, AR Design Studio.

The Pavilion Project is being led by Mike Caldwell. He said: "We have a successful public-access cricket club and an active cricket community, but a filthy and out-of-use pavilion on pitch 1 and scoring hut on pitch 1."

"I had it was late Winchester had a pavilion to be replaced. A truly distinctive one for the Winchester area's best cricket club, which I hope will encourage cricket at all levels, and by all ages from across the city and wider area. The project is a community-led effort with the support of local sports and community groups, including High Road, so it's great news the Town Council has given us the green light to start fundraising. AR Design's concept is really



The current aging 1970s pavilion



AR Design Studio's proposal for the park

well done and sensitively conceived. It complements its surroundings, solves both the problem, while maintaining, accessible and could be used as a water community site too. We really hope people will be excited as we see and get behind the project."

The three-pointed design is located by the location of the new building, and allows the three pitches east. Two of these

points will provide changing facilities for four teams, designed to English Cricket Board guidelines. The third point will house changing areas, and so the central area is a cricket, but not large, all with views over both pitches to see, natural seating features will enclose the building, ensuring security and robustness.

Plan submitted for pavilion

PLANS have been formally submitted for the project to replace a run-down Winchester sports pavilion. The Pavilion Project, which would see the dilapidated pavilion and scoring huts at North Walls Recreation Ground replaced with a new sports and community building, is estimated to cost around £600,000.

New planning approval has been sought by project leader Mike Caldwell to demolish the current building and erect the proposed pavilion.

So far, the plan has been met with support, with a number of people, including Winchester city councillor Anne Weir, writing to planners to praise the design. Cllr Weir said: "This is a very welcome application for the replacement of the cricket pavilion. I support the



The current pavilion

innovative and ambitious design which will enhance the North Walls park. As previously reported, project leaders still seek funding, with Sport England agreeing a contribution towards costs from its Community Asset Fund, thought to be worth £20,000, and Winchester City Council allocating £200,000.

Community



First fundraiser proves successful

THE first fundraiser for the project has been a success, with over £1,000 raised for the new pavilion. The fundraising event, held at the North Walls Recreation Ground on January 19, was a success for the project. The event included the sale of raffle tickets, a quiz, and a raffle. The project is a community-led effort with the support of local sports and community groups, including High Road, so it's great news the Town Council has given us the green light to start fundraising. AR Design's concept is really well done and sensitively conceived. It complements its surroundings, solves both the problem, while maintaining, accessible and could be used as a water community site too. We really hope people will be excited as we see and get behind the project."

The winning team, which included Anne Weir, Cllr Weir, and other community members, raised over £1,000 for the project. The event was a success for the project and demonstrated the support of the local community. The project is a community-led effort with the support of local sports and community groups, including High Road, so it's great news the Town Council has given us the green light to start fundraising. AR Design's concept is really well done and sensitively conceived. It complements its surroundings, solves both the problem, while maintaining, accessible and could be used as a water community site too. We really hope people will be excited as we see and get behind the project."

Pavilion secures planning permission



Proposed cricket pavilion at North Walls Recreation Ground. Architect: AR Design Studio

PLANS to replace a run-down Winchester sports pavilion with a new £600,000 building have been approved, after Mike Caldwell secured planning permission for the new sports and community building at North Walls Recreation Ground. The new pavilion, which will see the dilapidated pavilion and scoring huts replaced with a new sports and community building, has been given the green light by city council officers.

Project organisers say the benefits will extend to other sports including rugby, cycling and running, as well as other park users.

However, project organisers have revealed that there is still some way to go to secure all funding.

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FUNDING



Securing the necessary funding.

Winchester City Council has committed £300k for this project.

The Pavilion Project team secured substantial funding from Sport England in 2017 and has already raised over £20k from the local community through several events including a quiz night, a fundraising ball, a Christmas shopping event and from many pledges and donations.

A crowdfunding campaign was launched in July 2018 reaching its goal of £5,000 in three weeks - demonstrating terrific support for the project from the local community.

At an estimated cost of £600k, funds allocated - and raised so far - represent nearly 80% of the amount needed to make the project become a reality.



SPONSORSHIP OPPORTUNITIES



Play a key part in the local community.



Pavilion architect talking to local TV news

The Pavilion Project offers many sponsorship opportunities for both business and grant-giving bodies.

There are many levels of sponsorship available to suit all business objectives and budgets. These include opportunities associated with significant parts of the building - be it sponsoring the central communal hub, changing-room wings, viewing terraces or the service wing - and smaller items such as the scoreboards; furniture for inside and outside; the weather vane; kitchen equipment; sanitary ware etc.

Currently, 15.3million people play sport once a week, every week; an increase of 1.4 million following the London 2012 Olympics. There are over 150,000 grassroots sports clubs, with 8 million regular participants in the UK. Supporting grassroots sport is an ideal opportunity to raise profiles and play a key part in the local community.

Already The Pavilion Project has attracted considerable media interest including numerous articles in the Hampshire Chronicle, the architectural press and has featured on local TV news; we expect this to increase.



DISPLAY OPTIONS

Options to display your organisation name and branding on a 'pride of place' sponsors' board in the central communal hub to ensure positive brand association. This will provide 'top of mind' brand awareness and visibility to pavilion users - or in a sponsored zone, or on the prominent scoreboards.

RECOGNITION

Reinforce corporate image via a 'halo effect' association with a high profile, architecturally distinctive building providing a modern, accessible and sustainable sports and community facility. Further potential exists through entering the design into national architecture awards.

PUBLIC RELATIONS

Regular opportunities for free name mentions in public relations activity, on websites, in social media posts during the fundraising campaign, build phase and arising from ongoing use of the pavilion by groups publicising their activities.

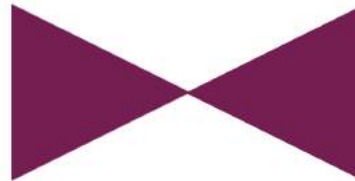
OPENING EVENT

Invitation to a high-profile and exclusive opening event. This is a very exciting time to be involved with The Pavilion Project; a community project that will garner extensive coverage and which can significantly aid raising visibility with the local community.

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www.thepavilionproject.com